

Amendments to the Drawings:

The attached sheet of drawings includes adds new Fig. 9. This sheet, which includes Fig. 9, is a new drawing sheet.

Attachment: New Sheet

REMARKS

Claims 7 and 9 are pending herein. By the Office Action, the drawings are objected to; and claims 7 and 9 are rejected under 35 U.S.C. §103. By this Amendment, new Fig. 9 is added. No new matter is added.

I. **Objection to the Drawings**

The drawings are objected to as not showing all of the features of claim 9. By this Amendment, new Fig. 9 is added to show the feature identified in the Office Action.

Accordingly, reconsideration and withdrawal of the objection are respectfully requested.

II. **Rejection Under 35 U.S.C. §103**

Claims 7 and 9 are rejected under 35 U.S.C. §103 as allegedly having been obvious over Yashiro in view of Antoniadis. Applicants respectfully traverse this rejection.

Independent claim 9 recites a pattern display apparatus comprising: a stationary display member; and a flexible organic electroluminescent (EL) device located on an outer surface of the stationary display member, the flexible organic EL device for displaying at least one of a first character, a first figure, a first mark and a first pattern comprising at least one of a second character, a second figure and a second mark, wherein the flexible organic EL device comprises a laminated structure comprising layers ordered in the sequence of a flexible base layer, a first electrode layer, an EL layer, an insulating layer, a second electrode layer and a flexible sealing layer, and the insulating layer has a pattern, whose shape is completely negative (opposite) to the shape of the at least one of a first character, a first figure, a first mark and a first pattern comprising at least one of a second character, a second figure and a second mark. Such a pattern display apparatus is nowhere taught or suggested by the cited references.

The Office Action argues that Yashiro discloses all of the limitations of the claimed invention except for the limitation that the insulating layer has a pattern, whose shape is completely negative (opposite) to the shape of the at least one of a first character, a first figure, a first mark and a first pattern. However, the Office Action asserts that this feature is disclosed in Antoniadis, and that it would have been obvious to combine this feature of Antoniadis with the disclosure of Yashiro.

An important feature of the claimed pattern display apparatus is that the flexible organic EL device comprises a laminated structure, where the laminated structure comprises, in sequence, a flexible base layer, a first electrode layer, an EL layer, an insulating layer, a second electrode layer and a flexible sealing layer. In the claimed pattern display apparatus, while the insulating layer is an expressly claimed feature of the apparatus, the insulating layer is optional for operation of the apparatus in the sense that the insulating layer is not essential for luminescence. See, for example, the specification as filed at page 15, line 21. Rather, luminescence is provided by the electrode layers, and the insulating layer provides a pattern blocking effect.

In contrast to the claimed invention, the insulating layer in Yashiro is essential for luminescence, because the insulating layer functions as a capacitor. See, for example, paragraphs 0041 and 0058-0060 of Yashiro. Thus, Yashiro teaches that the insulating layer is an essential feature for providing luminescence, not that it provides any patterning or blocking effect.

Because Yashiro teaches that the insulating layer is an essential feature for providing luminescence, and does not teach that the insulating layer can be provided in a pattern form as claimed, it would not have been obvious for one of ordinary skill in the art to pattern Yashiro's insulating layer. Neither Yashiro nor Antoniadis provides any reason or rationale to provide Yashiro's required insulating layer in a patterned form. Moreover, neither reference

indicates that a patterned insulating layer would continue to work in Yashiro's structure, because the insulating layer would in effect not be present to provide the capacitive function in the areas of the pattern. The EL emitter of Yashiro thus functions in a different manner than the claimed invention, and the claimed invention would not have been obvious over the cited references.

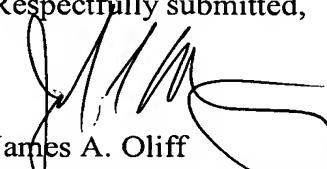
For at least these reasons, the cited references are not properly combined, and any combination would not have provided the claimed invention. The claimed invention is thus patentable over the cited references. Accordingly, reconsideration and withdrawal of the rejection are respectfully requested.

III. Conclusion

In view of the foregoing, it is respectfully submitted that this application is in condition for allowance. Favorable reconsideration and prompt allowance of the application are earnestly solicited.

Should the Examiner believe that anything further would be desirable in order to place this application in even better condition for allowance, the Examiner is invited to contact the undersigned at the telephone number set forth below.

Respectfully submitted,



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